

**Monthly Account
Performance Report
1 May 2020 — 31 May 2020**

Truth and Beauty

819-162-2398

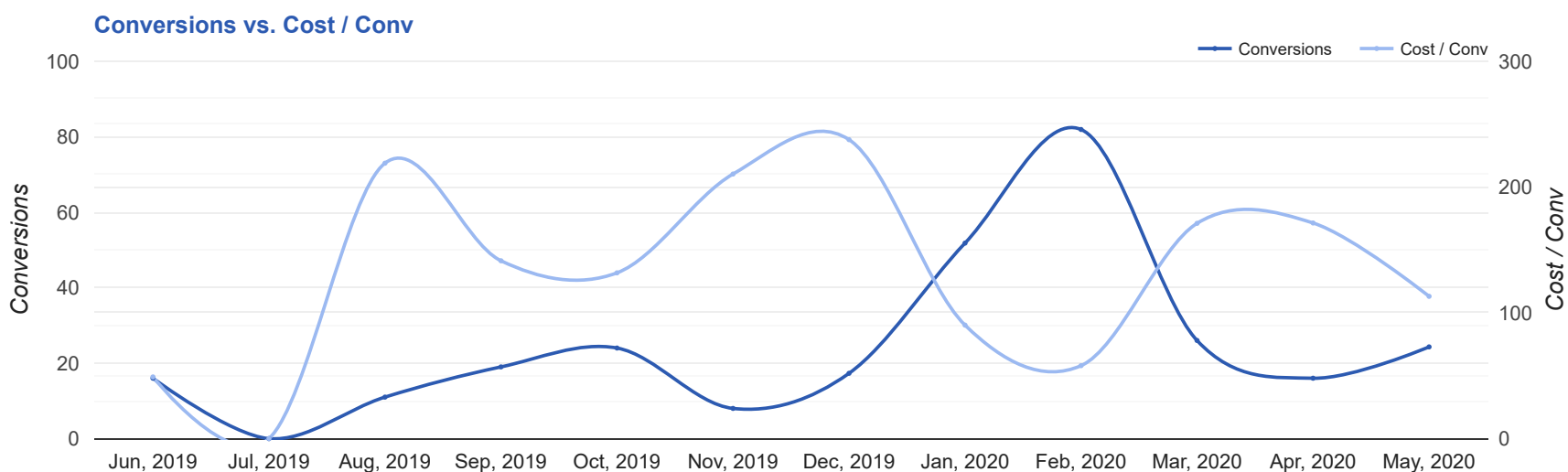
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,745	24.3	3.17%	\$113.09
↔ 0%	↑ 52%	↑ 18%	↓ 34%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2020 — 30 Apr 2020	9,414	594	\$2,742.09	\$4.62	6.31%	-	16	2.69%	\$171.38	41.65%
1 May 2020 — 31 May 2020	11,168	766	\$2,744.78	\$3.58	6.86%	-	24.3	3.17%	\$113.09	40.75%
Change	1,754 ↑ 19%	172 ↑ 29%	\$2.69 ↑ 0%	\$1.04 ↓ 23%	0.55% ↑ 9%	--	8.27 ↑ 52%	0.48% ↑ 18%	\$58.29 ↓ 34%	0.90% ↓ 2%

Performance by Month - 1 Jun 2019 — 31 May 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jun '19	2,796	180	\$784.69	\$4.36	6.44%	-	16	8.89%	\$49.04	88.46%
Jul '19	709	37	\$141.89	\$3.83	5.22%	-	0	0%	\$0.00	67.21%
Aug '19	11,256	675	\$2,408.00	\$3.57	6%	-	11	1.63%	\$218.91	43.61%
Sep '19	12,344	769	\$2,690.03	\$3.50	6.23%	-	19	2.47%	\$141.36	46.44%
Oct '19	11,299	824	\$3,158.19	\$3.83	7.29%	-	24	2.91%	\$131.76	42.47%
Nov '19	5,465	382	\$1,682.29	\$4.40	6.99%	-	8	2.09%	\$210.29	45.09%
Dec '19	9,630	618	\$4,103.86	\$6.64	6.42%	-	17.3	2.79%	\$237.63	41.69%
Jan '20	24,315	1,264	\$4,672.76	\$3.70	5.2%	-	51.8	4.1%	\$90.21	43.06%
Feb '20	22,818	1,265	\$4,750.98	\$3.76	5.54%	-	81.9	6.48%	\$57.99	45.2%
Mar '20	16,698	992	\$4,448.66	\$4.48	5.94%	-	26	2.62%	\$171.10	45.73%
Apr '20	9,414	594	\$2,742.09	\$4.62	6.31%	-	16	2.69%	\$171.38	41.65%
May '20	11,168	766	\$2,744.78	\$3.58	6.86%	-	24.3	3.17%	\$113.09	40.75%
Total	137,912	8,366	\$34,328.22	\$4.10	6.07%	-	295.3	3.53%	\$116.26	44.22%

Campaign Summary - 1 May 2020 — 31 May 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta laser resurfacing	2,502	156	\$251.36	\$1.61	6.24%	-	7.3	4.66%	\$34.57	22.94%
search beta ultherapy	1,443	148	\$506.73	\$3.42	10.26%	-	7	4.73%	\$72.39	70.39%
search beta emsculpt	1,051	92	\$1,054.31	\$11.46	8.75%	-	6	6.52%	\$175.72	90.49%
search beta photofacial	1,152	68	\$249.99	\$3.68	5.9%	-	2	2.94%	\$125.00	38.22%
search beta microneedling	2,438	177	\$252.35	\$1.43	7.26%	-	1	0.56%	\$252.35	39.95%
search beta dermaplaning	2,315	118	\$252.55	\$2.14	5.1%	-	1	0.85%	\$252.55	60.34%
search beta hydrfacial	267	7	\$177.49	\$25.36	2.62%	-	0	0%	\$0.00	87.67%

Top Performing Ads - 1 May 2020 — 31 May 2020

Top Text Ads

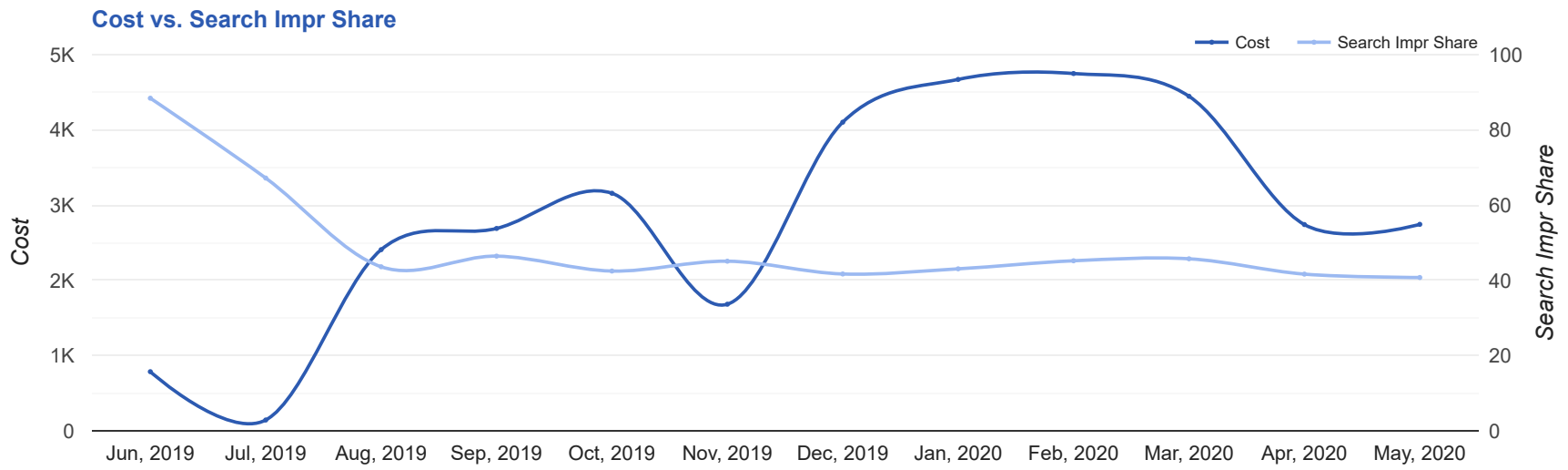
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Best Ultherapy Roslyn Heights} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening www.truthandbeautyspa.com/ -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	1,200	138	\$470.10	\$3.41	11.50%	-	7	5.07%	\$67.16
{Keyword:Laser Skin Treatment in NY} - Non Surgical. Minimal Downtime - Non Ablative Skin Resurfacing www.truthandbeautyspa.com/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion	2,181	141	\$220.40	\$1.56	6.46%	-	6.3	4.45%	\$35.15
{Keyword:Truth + Beauty Spa Emsculpting} - Transform Your Physique Today - #1 Provider in Long Island www.truthandbeautyspa.com/ -- Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	597	53	\$551.92	\$10.41	8.88%	-	2	3.77%	\$275.96
{Keyword:Truth + Beauty Spa Emsculpting} - Transform Your Physique Today - #1 Provider in Long Island www.truthandbeautyspa.com/ -- Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	57	8	\$57.22	\$7.15	14.04%	-	2	25.00%	\$28.61
{Keyword:Photofacial: Roslyn Heights} - No Surgery or Pain - Photorejuvenation Facial www.truthandbeautyspa.com/ -- Rejuvenate Your Skin Without Surgery or Downtime. Improve Skin Tone and Texture.	959	61	\$211.44	\$3.47	6.36%	-	2	3.28%	\$105.72

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2020 — 31 May 2020

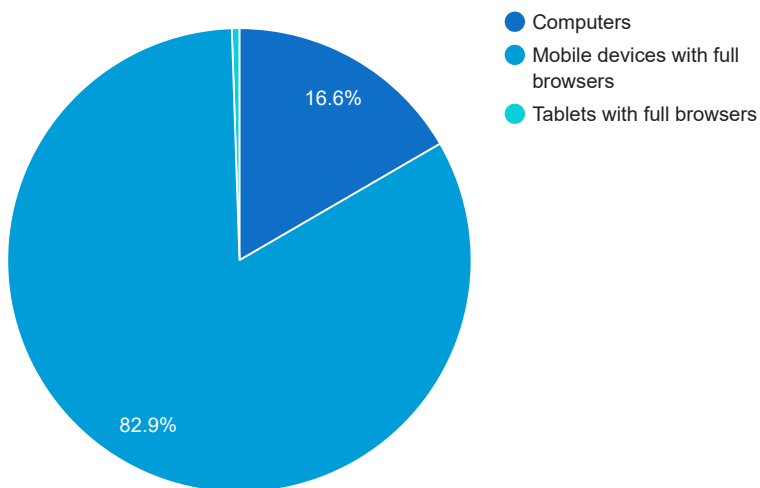
Budget Coverage



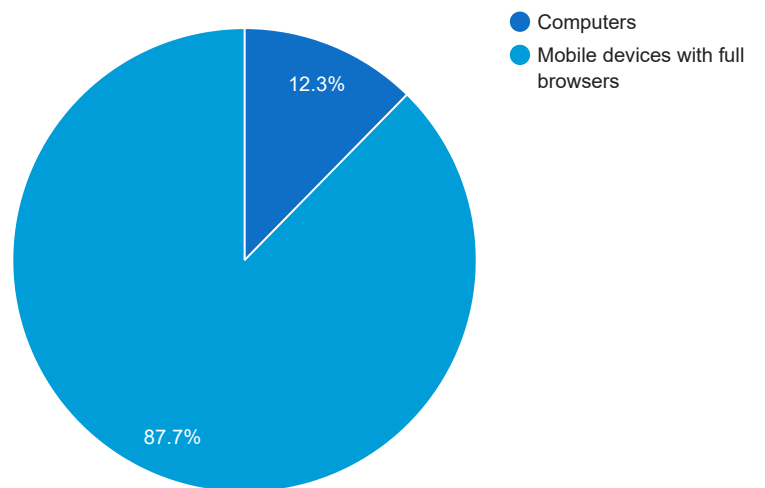
DATE	COST	SEARCH IMPR SHARE
Jun, 2019	784.69	88.46
Jul, 2019	141.89	67.21
Aug, 2019	2,408	43.61
Sep, 2019	2,690.03	46.44
Oct, 2019	3,158.19	42.47
Nov, 2019	1,682.29	45.09
Dec, 2019	4,103.86	41.69
Jan, 2020	4,672.76	43.06
Feb, 2020	4,750.98	45.20
Mar, 2020	4,448.66	45.73
Apr, 2020	2,742.09	41.65
May, 2020	2,744.78	40.75

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	9,130	677	\$2,274.06	\$3.36	7.42%	-	21.3	3.14%	\$106.91
Computers	1,775	82	\$456.34	\$5.57	4.62%	-	3	3.66%	\$152.11
Tablets with full browsers	263	7	\$14.38	\$2.05	2.66%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	11,168	766	\$2,744.78	\$3.58	6.86%	-	24.3	3.17%	\$113.09

Conversion Types - 1 May 2020 — 31 May 2020

CONVERSION TYPE	CONV
Form Submission	20
Phone Call	2.3
Book Now General (Truth + Beauty)	1
Mobile Calls (Truth + Beauty)	1

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results page where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for